

# THE QUILL

*A Journalists' Journal*

SIGMA DELTA CHI

*Professional Journalistic Fraternity*

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VOLUME XV

JUNE, 1927

NUMBER 3



# We Take Off Our Hats to—



**H. L. MENCKEN**  
*(At right)*

Because he is one of the editors and founders of a distinguished critical magazine, "The American Mercury"; because he is fearless in the expression of his opinion and is an exacting critic of the times; because he has made millions read things that did not flatter them; because he is right oftener than he is wrong and because he has made a few people think.

**WILLIAM ALLEN WHITE**  
*(Above)*

Because he is the patron saint of personality and good humor in the community daily paper; because he has made the Emporia Gazette and "What's the Matter with Kansas" famous throughout America; because he is a keen student of public affairs and an authority on the life of Woodrow Wilson; because he has written a dozen novels and books of stories while maintaining his position as editor of the Emporia paper; because he has shown hundreds of students, by example, the satisfaction, dignity, and importance of community journalism; because he is a staunch upholder of freedom of the press.

**RUPERT HUGHES**  
*(At left)*

Because he has won distinction in many fields of journalistic and literary endeavor as editor, critic, feature writer, editorial writer, dramatist, moving picture director, scenario writer, novelist, short story writer, and historian; because he brought George Washington to life for many Americans in his recent work "George Washington, the Human Being and the Hero," the story of thirty years in the life of a pioneer American.

**WALTER WILLIAMS**  
*(At right)*

Because he has spent his life in the service of the profession of journalism; because he has influenced the press of every land as president of the Press Congress of the World and as organ-



**LORD BEAVERBROOK**  
*(Above)*

Because he is a dynamic figure in London journalism; because, as proprietor of the London Express he brought that paper from comparative obscurity to a 1,000,000 circulation; because he served his country with enterprise and effect as Minister of Information during the World War; because of his genius in selecting and inspiring men; because he has written three books worthy of note, "Canada in Flanders," "Success," and "Politicians and the Press"; and because he started his career as a local news correspondent and subscription agent for one of the St. John, New Brunswick, Canada, daily papers.

**ROY L. FRENCH**  
*(At right)*

Because as head of the department of journalism at the University of North Dakota he has recognized the importance of the small daily and the weekly newspaper in the development of the profession; because he stands for practical as well as theoretical work in the schools of journalism; because he has made one of the most important studies of the weekly newspaper on record; because he was the hardest-boiled secretary Sigma Delta Chi ever had; and because, as president, he has paved the way for friendly relations between the fraternity and the schools.



izer and dean of the oldest and largest school of journalism in the world; because his school has had an important part in the training of more newspaper men than any other; because he practiced journalism more than twenty years before he tried to teach it.



# Editorial

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## *Profession or Stepping Stone?*

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When a man enters Sigma Delta Chi he signs a pledge that he intends to practice journalism as a profession after graduation. The pledge is so worded that there can be no misunderstanding in regard to its intent; it is designed to eliminate from membership those students who regard journalism as a campus pastime, as a convenient way of making a living or getting experience while going to school, or as a stepping stone to some "bigger-pay" opportunity after graduation.

Now, journalism can never advance to the point desired if the persons who are educated for journalism leave it at the first opportunity to enter chamber of commerce work, real estate, bond salesmanship, and similar enterprises. Journalism must depend for its improvement on the experienced, competent men who stick to the profession.

The records of Sigma Delta Chi show, as do those of every institution offering instruction in journalism, that a hit or miss system of election and initiation does not produce a sufficient number of newspaper men to make an impress on the great field of American journalism. Even though the best and brightest students in school be chosen for a chapter membership there is no benefit to journalism if those same bright and capable men become traveling salesmen for Standard Oil or engage in the manufacture of paper boxes.

A survey of the records of Sigma Delta Chi indicates that it has recruited journalists who stuck to the profession in about the following proportion: 1910: 1 out of 20 who were initiated; 1915: 3 out of 20 who were initiated; 1920: 9 out of 20 who were initiated; 1925: 14 out of 20. The pledge slip has been required, in various forms, since the conventions of 1919 and 1920. There are still, however, a few students who sign the pledge each year without a proper appreciation of what that pledge means. It should be understood that there was no intention of providing loopholes in its wording so that one might sign it with mental reservations or with the notion that he would try to get a job in journalism and forsake it at once if none turned up.

But whether or not a guard house lawyer's interpretation may be placed on the wording of the pledge, active chapter members should see that they cannot do the work of the fraternity if they permit non-professional students in their group. They should see that they must take the responsibility of keeping the non-professional student from being elected. They should regard as their greatest contribution to journalism the pouring into its ranks each year of 100 percent of the chapter senior class, all of the members qualified to do work above the average and all intent on staying in journalism as a life work, taking its knocks and its satisfactions, contributing to its advancement as a profession, and seeking to improve their own work as time offers them opportunity for further study and experience.

# THE QUILL

Lawrence W. Murphy, *Editor*

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Manuscripts and notes relating to the editorial contents of the magazine should be addressed to the editor at 109 University Hall, Urbana, Illinois. Information concerning members of the fraternity and suggestions for articles will be welcomed. Deadline for copy the first of the month preceding month of publication.

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# THE QUILL

*of SIGMA DELTA CHI*

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VOLUME XV

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NUMBER 3

## *Fumigating the Supreme Kingdom*

*By Edwin Trimble*

(Written especially for THE QUILL.)

WHEN the Supreme Kingdom, Edward Young Clarke's "religious, fraternal and benevolent organization to fight atheism and its accursed ally, evolution," descended on Macon, Ga., to fire there the opening gun of its national drive for members, it found the Macon Telegraph had pried off the lid of the Kingdom and laid bare the facts for the public which was asked to lie prostrate while the hosts of the former Ku Klux Klan leader trampled them underfoot and abstracted membership fees from their pocketbooks.

Extraordinary interest centered in the Macon drive aside from the fact that it was the American premiere in the Kingdom's theatre of warfare. For, at the head of the Kingdom's delegation, rode that militant ex-Maconite, the Rev. Dr. John Roach Stratton, pastor of the Calvary Baptist Church, of New York City.

Before The Telegraph's expose of the latest venture of the deposed Kluxer began there was much agitation in Macon over certain invitations which had been received by prominent men in the city. The invitations came from the National Headquarters of the Kingdom, Atlanta, and "requested the honor of your presence" at the battlefield which was in the City Auditorium on January 7. Many of these invitations were declined and the members of different organizations expressed themselves as being opposed to participation in the services by representatives of their bodies.

The Telegraph greeted the New York Fundamentalist on the day of his arrival in the city with a headline that screamed across the front page twice: STRATON BATTLES AGAINST EVOLUTION'S PERIL AS E. Y. CLARKE REAPS MORE SUCKER MONEY. In the issue was the first of a series of articles which composed the expose. The first article showed that "the Kingdom is shot through with grossest commercialism and that Edward Young Clarke, first as sovereign or as president and later as chairman of the board of control, has set

up at least five financial schemes in connection with the Kingdom."

"The Telegraph obtained the documents, letters, charters, contracts, from court records and from the files of the Organization Service Company and from the records and files of the Supreme Kingdom," said W. T. Anderson, editor and publisher of The Telegraph, in a recent statement in the New York World. In each of the four articles that compose the expose there are numerous quotations from minutes of actual meetings of the organization and, as Mr. Anderson humorously puts it, "its little brother" the Organization Service Company. The validity of each of these documents was confirmed by the paper's attorney before publication.

Briefly, The Telegraph showed in its expose:

That Edward Young Clarke got from each "Crusader" membership \$8,1250 and those who financed the organization got \$2 and the remainder went for general "upkeep" and for lecturers like Dr. Stratton.

That Edward Young Clarke set himself up as perpetual and omnipotent sovereign of the Supreme Kingdom and had all power.

That the charter of the Supreme Kingdom made all money collected have the status of a strict donation.

That Edward Young Clarke promised those who would help him finance the Kingdom \$20,000 in return for \$1,000 which they would invest in the organization, when it had received a million members.

That fancy salaries were paid, or promised to, the officials of the Kingdom.

That Edward Young Clarke was not accountable to anyone for the expenditure of money he received, that the legal status of all money he got is a donation and that no members of the Kingdom acquire financial or valuable rights.

That a life insurance policy which was used as a bait for prospective members was declared "of doubtful character" by the Comptroller General of Georgia.

That while the charter of the Supreme Kingdom says that "said corporation shall have no capital stock and is not organized for pecuniary gain or profit to the members thereof . . . etc., Edward Young Clarke to evade that organized the Organization Service Company which is propagating the Supreme Kingdom and receives fees from the acquisition of new members ranging from 50 to 75 percent according to the amount each member pays.

That the Supreme Kingdom spread atheistic literature that it might combat it in sham battles before suckers.

The Story of the Supreme Kingdom as The Telegraph told its readers is something like this.

It was organized in Fulton County Georgia Superior Court on February 2, 1926. The Organization Service Company, which handles the financial matters for the Supreme Kingdom which is prohibited from dabbling in money making because of its being an eleemosynary corporation, was chartered in the Fulton County Superior Court on October 21, 1926. Clarke who was ousted by the Klan was the sovereign of the Kingdom and later chairman of the board of directors of the Organization Service Company. National headquarters were located in Atlanta in the McGlawn-Bowen Building and the Shrine of the Supreme Kingdom was at 1840 Peachtree Road.

The revenue for the outfit was to be obtained from two main sources—units and memberships. The units, fifty of them, were to be sold to prospective investors at \$1,000 each. When the Kingdom had enrolled a million members, the unit purchasers were assured, they would receive \$20,000 each. Then came the memberships. These ranged in price from the exclusive Foundation memberships at \$1,000 a shot to the attendant's modest Crusader memberships at \$12.50 each (of this amount Clarke was to get \$8,1250; the financial backers \$2, and the Kingdom the remainder). Somewhere in between these were memberships of such species as: Charter, Life,

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Mystic, Alpha. The "sucker list" as Wall Street would say, would pay nothing but were only entitled to stand on the other side of the castle moat and wait for their turn to pay the \$12.50 that would elect them to a Crusader membership.

Now, of course, there must be a reason why one should want to join the organization. That was not unprovided for by Sovereign Clarke and he and his associates arranged with the Byrd Printing Company of Atlanta to reprint the circulars which were sent out by the American Association for the Advancement of Atheism and the Junior League of the same organization. This literature was to be disseminated by the Kingdom thereby providing targets for the shots of the Kingdom's canons.

Dr. Stratton was the pope in this alliance of church and state. Mr. Clarke wore the purple as sovereign. But while the New York pastor was touring about the countryside "drumming up trade" Dr. Caleb A. Ridley, former Ku Klux Klan lecturer, political stump artist and Baptist preacher, would nestle near the Atlanta fortress as "spiritual advisor to the sovereign."

Dr. Charles A. Campbell, former pastor of the Druid Hills Presbyterian church, was named Minister of Spiritual Research. His duties would be "to furnish material both scientific and Biblical with which to combat the teachings of the present age calculated to destroy the Faith of the Fathers in the minds and hearts of the people today."

The conquering of godless Gotham drew especial attention from the leaders of the Kingdom. Twenty-five thousand dollars at one meeting was an imaginary figure. The moving force in this venture

which would terminate in the salvation of New York was to be Dr. Stratton himself. The exact method of touching the spiritual leader's home town the Kingdom set forth as follows:

"The Foundation memberships (at \$1,000 each) if properly presented in New York by Dr. Stratton at a luncheon called by himself of his well to do friends and members of his church would be the best offer and far better than the unit, as the class of men he will call together there would rather make a straight donation if they believed in the movement than to subscribe any remuneration such as the units carry and again they will no doubt be keen business men and the units might make this class think we were somewhat of a money making organization and if they did, they would not come at all, so believe the Foundation memberships are the safest and the best and we can have them engraved and ready to hand out to those subscribers."

The hand that removed the lid from the Supreme Kingdom, belongs to Mark F. Ethridge, managing editor of The Telegraph. In replies to The Telegraph's charges Dr. Stratton has called Mr. Ethridge "a youthful modernist editor" and on one occasion referred to him as having been trained "on the liquor soaked New York World." The facts are that Mr. Ethridge is a native of Mississippi and after receiving his education there at the University of Mississippi he entered newspaper work. He received his training on Southern papers, including The Telegraph, then went to New York as a member of the staff of the New York Sun. He returned to Macon two years ago to become managing editor of The Telegraph.

The expose of the activities of the deposed Kluxer and the New York Fundamentalist was Mr. Ethridge's. He went to Atlanta and there secured the official documents which supported the statements made in the expose. In the issue that carried the first of the Supreme Kingdom articles Mr. Ethridge said editorially:

"The Supreme Kingdom was organized, its charter says, to fight atheism and its ally, evolution. The Telegraph has no objection to either of those being fought. This newspaper's beliefs do not enter into the exposure of the Supreme Kingdom. It was undertaken because The Telegraph is convinced that Edward Young Clarke and his co-workers in the Supreme Kingdom are taking advantage of men and women who believe sincerely that the way to combat atheism is to join this organization. In other words, Edward Young Clarke and his associates in the Supreme Kingdom are using a widespread prejudice already aroused and fanned by them, in order to make dollars for themselves."

The editorial concluded with an invitation to Dr. Stratton to come to the newspaper's office and inspect the documents in its possession. The invitation was not accepted.

W. T. Anderson, editor and publisher of The Telegraph, expressed the same views in a statement in the New York World recently:

"The Telegraph saw in this effort of Clarke's a campaign of religious intolerance, bigotry, hatred, the burning of school books, anti-evolution laws agitated in every state and such other devices as would stir the people to membership in the Supreme Kingdom. It was The Telegraph's duty to its public to expose it."

## Mellett Memorial Drive Wins Leaders

By Victor Green

(Written especially for THE QUILL.)

THE drive for \$350,000 for the establishment of a Don R. Mellett School of Journalism which is being sponsored by the Indiana University chapter of Sigma Delta Chi has the approval and support of some of the most prominent journalists in the United States. Twenty-three newspaper men already have expressed their desire to serve on the Executive Committee for the campaign.

Those who will assist in gathering funds for the memorial to be placed at the Indiana state school are Willis J. Abbot, editor of Christian Science Monitor; Dean L. Barnhart, editor of the Goshen (Ind.) Democrat; Walter S.

Bradfute, editor of the Bloomington (Ind.) Daily Telephone; Leslie P. Eichel, editor of Central Press Association; Roy Feltus, editor of the Bloomington Star; Boyd Gurley, editor of the Indianapolis Times; Dan R. Hanna, Jr., president of the Cleveland News; Walter Harrison, managing editor of the Daily Oklahoman; Don Herold, humorist; Curtis A. Hodges, general manager of the Indianapolis News; Kenneth Hogate, managing editor of Wall Street Journal; Howard Kahn, editor of the St. Paul News; Ray Long, president of the International Magazine Company; Earle Martin, former editor of the Cleveland Times; Morton M. Milford, editor of the Miami Daily News; Charles Morris, editor of the Canton Daily News; Ross Nelson, managing editor of the Ft. Wayne

Journal-Gazette; Fred R. Peters, editor of the Evansville Press; Marlen E. Pew, editor of Editor and Publisher; Paul Poynter, publisher of several Indiana papers and president of the Times Publishing Company of St. Petersburg, Florida; George Purcell, editor of the Bloomington World; James A. Stuart, managing editor of the Indianapolis Star; and A. K. Remmel, editor of the Ft. Wayne News-Sentinel. Several more names will be added to the committee soon.

The movement was started by Sigma Delta Chi members at Indiana University early in February. A working fund was provided by the chapter and committees were appointed to carry on the work. Victor Green, vice-president of the chapter, was made student secretary, with

Claude Brewer, president, assistant secretary.

The drive for \$350,000 will be conducted among newspapers, newspaper workers and journalism organizations. This money will be used for the erection of a journalism building and establishment of a school as a monument to Don R. Mellett, who attended Indiana University from 1910 to 1913 and who was murdered in the midst of his crusade against vice in Canton, Ohio, last July. A fitting tribute to the martyred editor will be given a prominent place in the structure and the names of all contributors to the fund will be preserved there.

William Lowe Bryan, president of Indiana University, the trustees of the school and the members of the faculty of the journalism department are supporting the drive. A special committee to supervise the work of the students has been formed. This group consists of Prof. J. W. Piercy, head of the journalism department; Norman J. Radder, associate professor of journalism; G. Dallas Newton, faculty supervisor of The Indiana Daily Student; W. A. Alexander, librarian who has been director of several fund drives; John W. Cravens, registrar; U. H. Smith, bursar; George Heighway, alumni secretary; Frank Elliott, publicity director; Hugh Norman, director of the bureau of visual education, and Victor Green.

Letters approving the movement and promising support have been received from all parts of the country. Statements from some of them follow:

Arthur Brisbane, editor of the New York Journal—I believe such a memorial as you suggest would be of great interest and would be well worth while.

Leslie P. Eichel—I believe that the journalism students of Indiana University are taking a worth while step in planning a memorial to Don R. Mellett. I certainly was interested in Mellett's fight and would like to see his name perpetuated in the manner you propose.

Boyd Gurley—Not only is the purpose of paying a tribute to an editor who paid with his life for the privilege of serving the people a worthy one, but there is the necessity of establishing the ideals of unwavering fidelity to public interests as the basic foundation for all who enter this profession. The press is undergoing many changes. If it is to retain its influence and be worthy of a permanent place it must attract more men with the clear vision of Mellett. It is especially gratifying that the state and university which gave Mellett to journalism are planning a movement to perpetuate not only his name but his ideals.

Dan R. Hanna, Jr.—I think it is a very excellent cause and I should feel highly honored to serve as sponsor for this movement.

David Starr Jordan, president, Stanford University, California—An institution like that with a name like that would be one of the best ways of bracing up our newspaper press.

Ray Long—I would like to serve on that committee. I certainly was in sympathy with Mellett's fight.

Charles Morris—No honor, more appreciated, could come to me than to be permitted to serve on the committee for Indiana University's memorial to Don Mellett.

Ross Nelson—I think the cause is a worthy one and do not think there will be any trouble in raising the required amount of money in this campaign.

Paul Poynter—I knew Don R. Mellett very well and I know that he was a young man of especial courage and real convictions. He was the aggressive type in journalism, who had a sense of responsibility as a newspaper worker. I think that it is most fitting and proper that a memorial should be established for him in the school of which he was an honored graduate.

A. K. Remmel—There could not be a more suitable memorial to Don R. Mellett than a \$350,000 school of journalism to be established at Indiana University.

Roger Steffan, former national president of Sigma Delta Chi—with any movement having as its object the improvement of journalism as a profession and a business, I have very real sympathy. And I believe that your plan should contribute to that result.

James A. Stuart—Please call upon me if I may be of any definite service in this most commendable project.

## *The Scholarship Awards for 1927*

WINNERS of the Sigma Delta Chi Scholarship Key for 1927 have been announced by President Roy L. French, following establishment of the award by the National Council and the 1926 National Convention of the fraternity.

Under the conditions of the award only such students of journalism are eligible as shall maintain a weighted average of 89 or above for the first three years and a half of university study. From the list thus eligible the Council of the fraternity selects the winners of the award.

Students granted the award by the Council for the current school year are:

University of Indiana: Claude O. Brewer, William P. Halsted.

University of Wisconsin: Helen Liebman, Elmer Beth, Daisy Grenzow, Arthur Senske.

University of Washington: Dorothy U'Renn, Ernest Wetherell, Margaret Kane.

University of North Dakota: Edward K. Thompson.

University of Kansas: Dorothy Taylor, Edgar P. Schowalter, Mary N. Hamilton, Marion Wilson, Clelland Cole.

University of South Dakota: Judith Johnson.

University of Montana: William W. Garver.

University of Illinois: Jean L. Drayer, Enid Baird, Margaret Burton, Irving L. Dilliard, F. A. Resch.

University of Nebraska: Neola B. Skala.

Iowa State College: Kenneth W. Cash.

University of Oregon: Sol Abramson, Bertram Jessup, Paul Tracy, Lewis Beeson, Faith Kimball.

Ohio State University: Dorothy Finkelstein, Gordon Gardner, Edna Parker, Henry H. Smith, Russell Reeves.

University of Missouri: Frances Dunlap, Aileen L. Fisher, Gaynor P. Godwin, Harrell E. Lee, Helen J. Scott, Mary J. Turner, Lester Ziffen.

Marquette University: James F. Foley.

University of Kentucky: Arch Bennett, Kathleen Peffley, Ruth Kehoe, Dorothy Stebbins.

Rules governing this award, which was established at the meeting of the Council in Chicago, December 26, 1926, are as follows:

### SIGMA DELTA CHI SCHOLARSHIP AWARD

With a view to giving recognition and encouragement to high general scholarship among the students who are taking university and college work in journalism, the national council of Sigma Delta Chi will annually issue certificates of recognition for such scholarship subject to the following rules:

#### ELIGIBILITY

1. Candidate must be a senior journalism student and candidate for a degree in a college or university in which a chapter of Sigma Delta Chi is located.

2. In order to qualify as a student of journalism, candidate must have earned and registered in journalism credits to an amount equal to 20 per cent of the total number of his college or university

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# THE ANATOMY OF JOURNALISM

By Master Surgeons

The applicant for entrance into the newspaper field is likely to urge above all else ability to write. I think it ought to be about the last consideration. Writing seems to be surrounded by some sort of mystery—as though it were something to be pulled out of a hat like a rabbit at a conjuror's performance. And greatest of all feats of journalistic magic must of course be feature writing—for which there is comparatively little market in the actual newspaper field.

Beginners do not like to serve the proper apprenticeship. They hope, it seems, to spring full panoplied into dramatic criticism, editorial writing, book reviewing, or the production of Sunday feature articles. In more than twenty years of practical experience I have discovered no such royal road. Novices must carry their spears in the chorus before they can properly aspire to the leading roles. It is a hard road, and sometimes a long one, but flaming youth will have to make up its mind that there is no other to travel if the goal is to be won.—Erie C. Hopwood.

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All new cables between Europe and America were laid from foreign shore to foreign shore, as the older cables had been. The fact that Newfoundland was the closest point to Ireland was a controlling factor. The lines necessary for American communication with Europe ran from British or French landings to the Azores, which are nominally Portuguese but actually British, to the shores of Canada because efficiency of operation required short cable links. Today the cable from Brest, France, to Cape Cod is the only one not controlled in some way by Great Britain.—Eugene Webster Sharp.

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Edgar C. Nelson, of the Boonville (Mo.) Advertiser, considers his staff of correspondents the real basis of his prosperity. He dines them to turkey dinners at the best hotel in town once a year. He pays them for every line of news accepted for publication. He knows every one of them at sight, has called at the homes of most of them, and can recognize their voices over the telephone. Although he has developed his staff of writers and business-getters in less than four years, they have during that same period been a big factor in bringing the circulation of the Advertiser up to the 4,000 mark, 75 per cent of which clientele is rural circulation. This has all been done in the face of daily newspaper competition.—John H. Casey.

It seems to us that this range of Democritus is astounding for a single man, especially in these days of specialization. But it is an even wider range that the modern Democritus, the editor, must have. He must not only have a glimpse into all fields of human knowledge and achievement; he must know the way to the verge in some one subject. He must also be aware of the great abysses of human ignorance which no editorial Marcus Curtius can close, however sacrificially noble his purpose. He must not only know something about everything and everybody, but he must also know where to get the everything that is known about something. He must not only know; he must be able to tell what he knows or get intelligibly told what others know but can not tell.—Dr. John H. Finley.

\* \* \*

One asset that is almost indispensable is language. I remember very distinctly a correspondent at Berlin. He thought he knew German. One evening we were going to the state performance of the opera. He came in after the first act. When asked why he was delayed, he said he had been writing up the story on the great German defeat. When asked where the news was, he said they had put it in the official communication—that the Germans had admitted the loss of six villages on the line of the Somme. We asked him to show it to us. "Here it is," he said, and we saw "Six villages were taken by us." The correspondent re-read it and then realized the Germans had captured these villages.—S. B. Conger.

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I don't know of a professional association that doesn't take cognizance of what seem to be dishonest practices.

In the Canons, there are certain things described as being unworthy of American journalism, certain courses of conduct. Suppose a man here did commit some act that we thought was disreputable and utterly wrong, are we still going to admit him to full fellowship?

The bar associations all over the country have their trial of lawyers for dishonest practices. I grant you they don't do it often, and I don't conceive that this body will do it often. I don't conceive that we will be bothered very much with anything of that kind, because I don't think that the members are made up of the type of men who would commit such acts and still I do think that there ought to be an opening here for the trial, for the censure, suspension, or expulsion of a man who, under those Canons, acts improperly, corruptly, dishonestly.—George S. Johns, St. Louis Post Dispatch to A. S. N. E.

Here is a special responsibility resting on the Press, and on you journalists who produce the daily material of information and suggestion for Everyman's education. You must make of the Press not a mere medium of merchandise-advertisement, not a mere purveying to the people of what they want, sensation and amusement, "bread and circuses," which is mere blind leadership of the blind—but a public servant, a service of enlightenment and leading, rendered by publicists. It is not only the journalists who must do this, readers must choose what is worth reading and reject the remainder, the public must support publicists.—Henry Russell Spencer.

\* \* \*

There was a time, I understand, when magazine editors were not highly paid, but today competition is so keen that the men who can build circulation command substantial incomes. There are at least three magazine editors whose incomes are double that of the President of the United States, several others whose salaries approach that of the President. But each one of these men and women—one of the highest paid editors in the world is Miss Gertrude Lane, of "The Woman's Home Companion"—is collecting something that to him really means more than money. He is enjoying every minute of his work. If he were not, he could not do the work well enough to earn that much money.—Ray Long, Editor of Cosmopolitan, in The Bookman.

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"Journalism," Lord Morley is wrongly quoted as saying, "is literature in a hurry." Perhaps necessarily it is in a hurry; but if the men who shall make the journalism of the future have acquired the habit of good English, if they know English literature well enough to keep in constant contact with those kinds of style which will enrich and invigorate their own writing, then their journalism will be a form of literature, and reasonable and proper standards will be maintained in it, to the benefit of our entire American culture.—Ernest Bernbaum.

\* \* \*

When King Asoka fought and conquered Kalinga in 275 B. C. the toll of death and sufferings of the people shocked him. His conscience rose against him, and he changed. From a blood-thirsty, ambitious conqueror he turned, over night, into a pious prince of peace. The change was so sudden and his measures so drastic that Asoka had to write a bulletin to explain his conduct. This was the first journalism in India.—D. R. Ghosh.

\* \* \*

Foreign news occupies 7% of our news space compared with 23% for England, 30% for France, and 35% for Germany.—Dr. George B. Cutten.

# The All American Alumni Club

## Wherein the Members Witness an Examination of Candidates

Time: Yes.

Place: Blue Room Annex.

Occasion: Largest meeting of the year.

Magee: Today we are going to try a special stunt. We will have a number of the members stage a professional examination in journalism in line with the ideas of the plan now under consideration in THE QUILL.

Howard: This is following out the idea of having the state press association conduct the real examination is it not?

Mayes: Yes, the whole thing follows out the design of the professional certificate plan.

Magee: Now, gentlemen, you will notice that the platform at this end of the room is fitted up with typewriters and with a universal desk. All the desk work and writing in connection with the examination can be done in one room which contains similar equipment, or in the office of a regular newspaper.

Bickel: I think it would be better in a regular newspaper office.

Reed: Well let's see what results we can get with this outfit. We'll call this a newspaper office.

Cribb: Under this plan does the state committee have to be on hand to do all the examining?

Campbell: No. It might call in anyone to conduct a certain part of the examination. For example, a man might be called from one of the large dailies to conduct the examination in copy-reading, or a man from the weekly field to examine candidates who had all their experience on weekly papers.

Magee: Permit me to make a few announcements: For convenience we will introduce only the examining committee and the candidates at this time: I take pleasure in presenting:

The Examining Committee of the State Press Association impersonated by George R. Longan, of the Kansas City Star; Eric Hopwood, of the Cleveland Plain Dealer; David Lawrence, of the United States Daily; Walter Williams, of the Press Congress of the World; William Allen White, of the Emporia Gazette.

Potter: You haven't any representative of the weekly papers on that committee.

Bellah: Walter Williams ran a weekly paper for years. Anyway, White knows your problems.

Magee: Mr. Potter, will you join the committee and represent the weekly papers?

(Mr. Potter goes forward in his shirt sleeves amid great applause.)

Magee: And now let me present the candidates who offer themselves for the sacrifice:

The candidates for the state examination impersonated by James Colvin, of the Hillsboro Journal; Charles F. Beth, of Two Rivers Chronicle; Philip Maxwell, of the Louisville Times; Frank W. Mayburn, of the Dallas News; Joseph Brandt, of the Tulsa Tribune; Robley Evans, of the Portland Oregonian; Maurice O. Ryan, of the Devil's Lake World.

(As the candidates come in they go to the copy desk and report their names to Longan who is sitting in the slot. He hands each a form with directions to fill it out on the typewriter. The candidates at once go to the typewriters and begin filling out the page. When all are finished the papers are collected. The candidates then return to their typewriters and wait for further directions).

Williams: The first part of the examination will cover the practice of reporting and desk work. You will take your assignments from the desk and do your work as for an afternoon paper. (Longan then calls each man by name and gives him an assignment with as few instructions as possible in regard to it. The men receive them in various ways showing by their alertness and independence, or their confusion and uncertainty, certain traits of which the audience expresses appreciation.)

Brandt: Where's the city hall?

Longan: Mr. White, will you take a note of that question?

Evans: Is there a copy of last night's or this morning's local paper here?

Hopwood: Have you looked around?

Mayburn (to Ryan): Let me take a pencil, will you?

Ryan: I haven't got any.

(All the candidates go out.)

Mr. Magee (to audience): The candidates have now gone out to get real stories for use in a real afternoon paper. They will now return.

Enter Colvin. He goes at once to the typewriter and proceeds to grind out a story rapidly. Suddenly he stops and goes to the telephone directory. Then he returns to his work.

The others drift in. One of them goes to the wrong desk. Beth enters and finds his desk occupied. He goes at once to the vacant desk and starts on his story.

As the candidates finish they take their stories to the desk. Some seem in doubt as to what to do with the stories. Some hand them to the various examiners, some put them in the basket, some wait around holding them, some shove

them over near Longan's elbow. When all have finished Longan begins the formula over again by assigning new stories to each candidate. When they leave the room Longan begins to read copy on the first story handed in. He draws a line under each matter which he thinks should be questioned. The paper is then passed around among the committee members. Each one reads it carefully and underlines or checks points as he desires. Each examiner then records a grade of pass or fail on a record sheet for this assignment.

Longan: I have given Brandt a fail on his first story.

The others: A poor piece of work. Poor lead. Two errors in names. One street address wrong. Inconsistent style. No sense of importance or relative value in a town of this size.

Lawrence: This second man Beth has a good feature here. It's too bad he didn't catch the story in this morning's paper.

Williams: Yes, it's too bad—for Beth. (Curtain—to indicate lapse of time.)

Magee: You have seen the procedure followed in the case of the practice of reporting. All the assignments are very carefully figured out to test the student in the writing of important as well as interesting news. You will now see the candidates examined in copy-reading.

The judges and candidates take new positions. This time the judges sit back and the candidates range themselves around the circular desk. Longan is still in the slot.

Longan: Please initial every piece of work that goes through your hands. We are preparing copy for an afternoon paper to be published in this town this afternoon. He begins to shove copy across the desk at each one. On the copy is the direction for the copy-reader to follow: The candidates set to work. Some are at a loss what to do; others start in at once with the editorial pencil or go to the typewriter or reference books or telephone or reach for the shears or the pastepot, etc.

As fast as one piece of work is completed Longan hands the candidate another. Some finish their work ahead of others and begin the work of handwriting which is called for in special directions. After that comes a bit of proof reading. In the midst of the work Williams speaks:

Williams: Time up. The examination will continue at 9:00 in the morning.

The candidates stagger out and the judges hold conference.

Hopwood: Let me see those questions that you have for the history and ethics quiz tomorrow.

Williams: I've made the history rather easy this time as this is the first exam we have given. It calls for answers to ten questions which give the candidate a chance to tell what he knows about the struggle for freedom of the press, the development of multiple production, the political party press, the rise of the penny papers, and the contributions of Greeley, Watterson, Bennett, Bowles, Franklin, Zenger, Raymond, and Godkin. If they know very much the examination will keep them writing for three hours.

Hopwood: I think that the ethics quiz should cover some good live questions. Have you thought of any new ones?

White: You might try some of the questions I asked the American Society of Newspaper Editors.

Potter: What are some of the questions we will use?

Hopwood: Some of them are general and some of them are specific questions to test the judgment. For example, we ask what points should be covered by the canons or ethics of journalism; then, too, we ask what a newspaper editor might do under certain circumstances, or tell what he did do and ask whether he did the right thing and why.

Potter: You can't tell what the candidate would do with questions like that.

Williams: This is an examination to find out what he can do, not what he will do. All that we can ask is that the candidate know and appreciate the ethics and principles. We insist that candidates furnish evidence of good moral character but we do not set ourselves up to judge anything but ability and achievement; the work is that of a committee on Education, not Virtue.

Lawrence: Well, we'll have to correct all the papers for purposes of fairness but there are three men here who certainly need more experience before they get professional recognition.

Potter: Yes, and it seems to me that one of them should be a salesman, not a journalist. I don't think he will ever qualify to do first class work in this particular field.

Hopwood: Perhaps we should not dis-

Ted O. Thackrey, editor of the Cleveland Press, is the youngest editor of a metropolitan paper in the country. He is 24 years old. The Press is the oldest and largest paper published by the Scripps-Howard chain. Thackrey has been in newspaper work ever since grammar school days when he started as copy-boy on the Kansas City, Kansas, Gazette Globe. He left high school in his third year to join the Canadian infantry at Toronto, Ontario, and served in various capacities during the war. After his discharge he returned to high school and later attended Junior College. His newspaper experience includes staff work for the Kansas City Journal, Kansas City

courage him beyond refusing him the certificate. I have no doubts about the case, myself, but perhaps we are not in complete agreement on the matter. For my own part I would rather see him eliminated now than put in another year in a field in which he has such poor talents.

The committee: It's a clear case of a square peg in a round hole.

Potter: These personal information blanks indicate that five of the candidates are college graduates and two have never taken work beyond high school.

Longan: Yes, and one of the men that didn't go to college knows more than three of the graduates.

Williams: I think so, too.

White: What is the record of the college men in history, political science, philosophy, economics, literature, and sociology?

Potter: Two of them have never taken a course in American history, two have had no political science, three have had no economics, one no philosophy, one no sociology or literature.

Hopwood: We will take time tomorrow to talk to each man and have him report on the books we advised them to read to remedy these weaknesses. The two men who have not been to college are reporting on history and political science survey books at this time. They expect to report on the others at the next examination. Of course we get a good idea of their background in the way the men handle the reporting and copyreading assignments calling for special knowledge, but it is good to check up on the work in a more exacting way.

Brown: How many books do you have a man read if he knows nothing about a subject?

Williams: At present we are asking candidates to read and be able to report on the contents of two books.

Lawrence: I thought you examined candidates only on reporting and copyreading.

Hopwood: Is not a knowledge of background materials a part of report-

ing and copyreading just as much as a knowledge of current events and directions are?

Lawrence: That's right. I wasn't looking at it that way.

Longan: Well for the present our task is to pass or fail candidates. Let us do that much first. We will have time to check up on the references and the personal data on these men during the examination tomorrow. In the meantime the papers will be locked in my bag.

The committee members rise and leave the platform.

Magee: Following the examination the standing of each candidate and his papers are forwarded to the chairman of the state committee on education. He in turn informs the officers of the association of the names of successful candidates and through the committee and officers the certificates are issued. Unsuccessful candidates are notified of their deficiencies.

Brown: What do you mean about checking up on the data and references?

Cutter: That refers to the previous education and to the moral character. If a man won distinction in college or worked his way up on a good newspaper that is a point that would be given a value by the examiners.

Creager: How much value?

Cutter: It would depend on the college, or on the paper, or on the degree of distinction. In case a man failed and his record indicated that he was a good man he would be encouraged to take a second examination. However, there is little chance that a man with a good record would fail if he had made preparation.

Claus: It is a little confusing to have scattered papers represented on the stage at one time. As I understand it all this is supposed to be the work done in one corner of a state for its own state candidates by a committee of a state press association. Is that right?

Magee: That is right. At the next meeting we will consider objections to the examination and professional recognition idea.

journalism classes in Europe. Regular college credit will be awarded for work done by students on the second European journalism tour to be conducted by Prof. E. Marion Johnson, head of the Department of Journalism at the University of Minnesota and one conducted by H. F. Harrington, Director Medill School of Journalism, Northwestern. Dean Eric W. Allen, of School of Journalism at the University of Oregon, and Prof. Henry E. Birdsong, head of the Department of Journalism at Butler University, will accompany Professor Johnson and offer instruction. Professor Harrington's tour will devote itself to "Feature Writing in Europe."

Putting into practice their ideal of study at the source of information, the University of Minnesota and Northwestern University, this summer will conduct

# The Kansas Newspaper Tradition

By Frank M. Chase

(Written especially for THE QUILL.)

"Other states could be spared without irreparable bereavement," said John J. Ingalls, the famous statesman and author of "Opportunity," "but Kansas is indispensable to the joy, the inspiration and the improvement of the world."

The world, of course, sees Kansas through its newspapers. They are the projectors which spread the acts of this stimulative rectangle upon the screen. But the Kansas papers are more than reflecting mirrors. They themselves help to make the action, to make Kansas what it is, and for this their fame has gone round the globe.

The editorial prestige of Kansas has been attributed to many things. Among these are its dominantly rural interest, its comparative newness, its high percentage of native American stock, and the chance placing of an unusual number of exceptionally able editors within the borders of one state.

While all of these may have contributed to the general result, a glance at the history of the state reveals an influence more potent than any or all of those mentioned. This is the Kansas newspaper tradition.

Kansas may be said not only to have been born with a newspaper in its hand, but with the editor acting as midwife. For in the travail attending the entrance of Kansas into statehood the newspaper played an exceedingly important part, meanwhile staking out new ground in journalistic endeavor and setting a mold for editorial excellence whose impress is still to be seen.

"From the first Kansas regarded the press as her supreme asset," says William E. Connelley, secretary of the Kansas State Historical Society. "In no other state was the press, as a whole, ever equal to that of Kansas in either ability or enterprise. This high standard was set up in the stirring territorial period when Kansas was battling for freedom for herself and liberty for America. The fierce conflict which raged here attracted the brilliant minds of the times, and it can be truthfully said that it was the pen as much as the sword that made Kansas free."

Kansas, as everyone having his American history fairly well in mind will remember, came into the Union in the midst of great stress. The point having been reached where the agreement embodied in the Missouri Compromise could no longer be respected, the Kansas-Nebraska bill was brought forth. This bill, leaving the question of slavery or its exclusion to the residents of the respective territories, was passed by Congress

May 30, 1854; whereupon, to tip the balance the one way or the other, settlers from both the North and the South surged into the contested region. And with them came the newspapers. "The first Kansas banner," as one student of the times remarked, "was a newspaper."

Less than four months after the passage of the Kansas-Nebraska bill, and from type set up under an elm tree on the site of the proslavery town of Leavenworth, the first newspaper in Kansas was printed. This was the *Kansas Weekly Herald*, which made its appearance September 15, 1854.

But the free-state forces were not far behind, for at Lawrence the first issue of the *Herald of Freedom* soon came forth. This had been printed in Pennsylvania and dated "Wakarusa, Kansas Territory, October 22, 1854." The second issue was published in Lawrence, and dated January 6, 1855. In the Lawrence *Journal-World* of today is found the lineal descendant of that celebrated newspaper.

As Mr. Connelley has pointed out, the struggle in Kansas attracted the attention of able minds and of men unafraid to fight for their convictions. So it was not entirely by accident that exceptional editors manned the newspapers of early Kansas. The following, from that first issue of the *Herald of Freedom*, contains a glimpse of the consecration and purpose actuating these men:

"Our great object is to make Kansas a free state and to that end we shall labor by encouraging emigration. We firmly believe victory will crown the efforts of the sons of freedom, but the struggle will be long and arduous. We may be stricken down first but not defeated."

Those words were prophetic. Within two years the office of the *Herald of Freedom* was in ruins, destroyed by misguided border ruffians. As in several other cases of the kind, however, new equipment was obtained and publication resumed. Such was the spirit of the pioneer Kansas editor. He had enlisted for the cause, and on occasion fought with sword and rifle as well as with pen and compositor's stick.

The names of some of the newspaper men of those strenuous times have gone far beyond the borders of Kansas. Among them were Ingalls himself, United States Senator for many years; D. W. Wilder, author of "Annals of Kansas"; Richard J. Hinton, the noted correspondent and author; Edmund G. Ross, afterward one of the Senators whose votes saved President Johnson from impeachment; Preston B. Plumb, also a United States Senator; and M. M.

Murdock, founder of the Wichita *Eagle*.

Having ushered the territory into the Union as a free state, however, the Kansas editor was not to relax his efforts. New conditions called for further assiduous labors. Indeed, it has been a dull time when the Kansas newspaperman has not had something for or against which to pit his crusading zeal.

The fight for statehood had scarcely ended before the Civil War was upon the Nation, and to this he could turn no passive face. Instead he sounded the call to duty with such effect that Kansas poured more men into the conflict than it had voters, he himself, in many instances, leaving the printer's stand for a place in the fighting line.

Peace also brought its trials. At the close of the Civil War, Kansas was prostrate. So completely had it thrown itself into the contest that the beginnings previously made were largely nulled. Industry of any kind was at a virtual standstill. In some manner, however, thirty-seven newspapers had managed to survive, and upon these fell the burden of resurrecting faith and stimulating enterprise in the long-suffering state.

Meanwhile, having been so labelled by the early geographers, the myth that Kansas was a desert persisted. Droughts and grasshopper invasions, of course, did nothing to remove the stigma. Here was another job for the newspapers. Diligently they searched for facts to offset the false impression, and presented them as attractively as possible. How well they succeeded in establishing the good name of Kansas agriculturally need not now be told.

After its stressful birth, the Kansas newspaper has thus fed upon the strong meat of necessity and high ideals of public service. And it has thrived upon the ration. Like the resourceful man, it has grown strong and reliant under the whip of responsibility.

It has also developed a saving philosophy. Dominantly rural, Kansas has had its full share of the radical and reform doctrine that seems indigenous to such regions. While reflecting the resultant movements and registering their underlying protest, the Kansas press has held to a singularly sane and cheerful view. Never have the political or economic clouds been so black that the Kansas editor could not see beyond them.

This in itself—this essential optimism—accounts for no little part of the Kansas editorial prestige. In the midst of the constant criticism and viewing with alarm which pervades so much of the Nation's journalism, the voice of Kansas is a refreshing sound. It is the reassuring note of a state that, while having lived much, would gladly go again.

## Guide Lines to Reading

### Greeley, the Editor and the Man Horace Greeley, Founder of the New York Tribune. Don Seitz. Bobbs- Merrill

Don C. Seitz, in "Horace Greeley," has written the best popular life of Greeley that we have; not a critical life, not a remarkably acute estimate of vivid characterization of the man, and far from a really exhaustive life. His book of more than four hundred pages, handsomely illustrated, has a number of high merits and a number of sharp deficiencies. It is engrossing from beginning to end, as any animated narrative of Greeley's remarkable career must always be. It is thoroughly and justly sympathetic; one may well shudder to think what a biographer of the ultra-modern school, addicted to analysis by acids, might do to the childlike, erratic, uncouth editor. Though there is little in the volume that is strictly new, the author has ranged a wide field for his materials, and has levied upon all the essential information now in book form. The volume supersedes the best previous popular life, that by W. A. Linn.

These are its merits; but it has defects which prevent its taking a place with Mr. Seitz's admirably finished and thorough biography of Joseph Pulitzer. No complete biography of the founder of the "Tribune" can ever be written without a much fuller, more searching study of the files of the "Tribune," day by day and year by year, than Mr. Seitz has had time to give them. None will ever be completely satisfactory until, recognizing all Greeley's greatness, it also treats critically his manifold weaknesses as a guide of public opinion, and his follies, prejudices, extravagances, and heady enthusiasms as man and editor. We should like, for example, a close analysis of Greeley's characteristic mode of reasoning, and of his prose style as an expression of this mode. We should like a thoroughly rationalized account of his queer predilections in the fields of teetotalism, Grahamism, Socialism, Spiritualism, and such like isms, reconciled with his downright common sense on hundreds of other subjects. We should like it pointed out that on one or two topics, notably the practice and theory of agriculture, he was really a poet. A genuinely satisfactory biography would explain the strange backings and fillings, the tangential excursions and repeated self contradictions, of the "Tribune" during the critical years 1860-64. It would explain why Mr. Greeley's Niagara negotiations with the Confederates were a much greater blunder than Mr. Seitz seems to realize.

Greeley made his first great success as founder of the "Tribune" for two reasons, over and above the obvious facts

that he had marked talent as a journalist, and had acquired by 1841 an invaluable amount of professional experience. One of these reasons is that he entered the field at the moment that the accession of Tyler, the Mexican War, and all the events which grew out of it gave an immense impetus to the free soil movement, and made the emergence of a vigorous new free soil organ indispensable. "The Weekly Tribune"—not the daily "Tribune"—met this demand perfectly. The other reason was that the half educated Greeley, who had quit the plowtail for the printer's case at twelve, whose best schooling was the irregular reading he did as a boy in Poultney, Vermont, before he became too busy to read, and who had a mind of great native vigor but without genuine culture or intellectual discipline, was able to hit the precise mental level of the great northern and western public which the "Tribune" had to reach.

He was conservative just where this public was conservative—i.e., he believed in a high protective tariff long after advanced minds saw the fallacy of the doctrine; he opposed woman suffrage; he clung to a narrowly old-fashioned code of morality, and condemned easy divorce with vigor. Again, he was progressive to just the degree that his public was progressive. He was a warm advocate of working men's cooperation, but had little patience with strikes; he believed fervently in popular education and championed schemes for people's universities, but he had no true conception of either the nature or function of advanced education. He was for Irish freedom; he was for total abstinence and, within limits, for prohibition. He was opposed to theatres, and he lent a credulous ear to the Fox sisters' "rappings." In short, he was the child of his age and region.

The great tragedy of Greeley's life was not his tragic death at a moment of political humiliation and personal bereavement. Rightly seen, the tragedy came much earlier. It lay in the fact that, having created in the "Tribune" an organ of the very greatest power, he showed that he had neither the training nor the abilities to conduct it with the high effectiveness that the times demanded. By the late fifties "The Weekly Tribune," with its enormous circulation in the better homes of the north—a circulation of nearly 25,000 in Ohio, of nearly 16,500 in Illinois, of more than 5,500 in distant California—was one of the controlling forces of the nation. It more than any other single agency set the Republican party upon its feet during the year 1856. It more than any other agency made possible Lincoln's election.

When the Civil War broke out, the "Tribune," in the hands of a wise, stable, far-sighted, thoroughly instructed man, might have been one of the greatest assets of the North. But Greeley showed neither wisdom nor stability nor vision. There were times, notably in the first six months after secession began, when the great newspaper which he edited was a national liability. Long before the war ended he had largely discredited himself and it. Its vacillation, its occasional hysteria, its intemperance of counsel, its wrongheadedness, showed that its editor was not strong enough for the mighty engine which he had created.

Nevertheless, Greeley was one of our greatest Americans, and upon the whole our very greatest editor. To his admirable traits of character—his kindness, his high sincerity, his utter unselfishness, his indifference to money, his devotion to a most trying wife, his humility, his Godliness, his unceasing industry, which brought him to a premature grave—Mr. Seitz does full justice. With all its shortcomings, his book shows why Greeley was one of the molding forces of the Republic in a crucial period. If the story is told with some inadequacies, it does on the other hand grasp the dramatic qualities of this career of a poor unschooled Yankee boy who rose until at times he almost ruled the nation from his editorial chair. It deserves to be widely read—and it deserves to have a successor which will more definitively recreate Horace Greeley for our generation.—Alban Nevins in *The Bookman*.

### Tending to Business Newspaper Management by Frank Thayer

D. Appleton & Co., New York, \$4 illustrated: Here is a book covering the whole field of newspaper management as conducted today in large and in small offices. That sounds large, a large "earful." But, this volume does take one through the modern newspaper profession business and plant from A to Z; it takes one from the point of getting the idea to start or to buy a newspaper, through planning, financing, and a thousand and one things that have been overlooked, a thousand and one times each, in the past, and made wreccages of cash and hopes for the newspaper graveyard. Again, it covers plant, office, circulation, advertising, editorial departments, telling a very complete story of how these are conducted. It goes into policies and their effects.

It is a "business book." All the more power to it!

There are many needs for such a volume as Mr. Thayer's I believe—I am very sure of that. Publishers, printing executives and others will prize it as a

well-rounded picture of newspaper conduct today, with comparisons as to older days. Students of journalism—how much they need just such information! Provided, they really desire to become *newspaper men*, well-rounded ones, with the best possible perspective so necessary for the success of the man (or woman), and of the press—even, of our country.

Then, there are hundreds of advertising and circulation men, particularly in the rank and file, who really know just about nothing of other departments, and particularly little about the place of the advertising department and the advertis-

ing man in his newspaper as a whole—or, the circulation.

The book doesn't pretend, it seems to be an instructor. Neither is it a dictionary of "new ideas," to be tapped willy-nilly every time there is some development which calls for the exercise of the thinktank, pronto. No. BUT, he who knows the story of this book will know how and *why* successful newspaper men have done thus and so on certain occasions. The author derives from these word pictures of practices many *principles* which govern sound newspaper management.

There is a good index. The fundamental factors of manufacture, distribution, accounting procedure, and financial policy are fully covered.

To follow the chapters through organization, circulation, advertising, office management, business correspondence, accounting, plant management, financing, and newspaper enterprise and editorial policies is to follow a thoroughgoing understanding of the newspaper publishing business.—J. L. M. in National Printer-Journalist.

## Was Greeley a Socialist?

By Burrus Dickinson

(Written especially for THE QUILL.)

Horace Greeley is known as a reformer and a staunch friend of the laboring man. He is by every biographer credited—and by some blamed—with an important place in the introduction of Fourierism into this country. One writer uses a more vigorous term than the foregoing to phrase Greeley's social doctrines. In the preem to his work on socialism,<sup>1</sup> Charles Sotheran says: "Horace Greeley, thus exhibited as a central figure, has enabled me to show Socialism in its true colors and as being constructive in its economic philosophy and constitutional in its political action."

HORACE GREELEY is not often called a Socialist. As far as I know, no study of his social doctrines, except Sotheran's, has ever been made from the standpoint of determining just how much of a Socialist he was. By citing some of the facts of his life and some of his writings in the *New-Yorker* and the *Tribune*, I hope, in this article, to explain his position.

Greeley's early environment could not have done otherwise than have made him sympathetic toward the working classes. He was born in what was then poverty-stricken New Hampshire, of parents in low circumstances, and was compelled to work on the farm at an early age. When he was eleven, his father was forced out of his home by bankruptcy; Horace tried unsuccessfully to obtain a place in a printing office. Four years later he was apprenticed to the proprietor of the *Northern Spectator*, where he learned the evils of a system which compels one to work for nothing. At the age of fourteen years, he went to New York City, where he encountered the situation which he never forgot, i.e., that of being unable to find steady employment. It was eighteen months before he was finally assured an income, and then only because he was an unusually dexterous type-setter.

Many ambitious young men have passed through privation of that sort before gaining financial security without espousing Socialism and without absorbing any particular sympathy for those who do not attain affluence. In commenting upon the fact that Greeley never became a snob James Parton said: "We all know what is the usual course of a person who—as the stupid phrase is—"rises" from the condition of a manual laborer to a position of influence and wealth . . . This is to be a snob. No treason like this clings to the skirts of Horace Greeley. . . . The landless, the hireling, the uninstructed—he was their Companion once—he is their Champion now."<sup>2</sup>

It was this one primary factor, coupled with his environment, which led Greeley into a profession in favor of Fourieristic Association. Fourier, in France, had invented a new social system based on the belief that society could be regenerated if all restraints were removed from the exercise of the human passions. To accomplish this he proposed a type of cooperative industry which actually imposed additional restraints. People were to be banded together in phalanxes of sixteen hundred individuals, living together in one building and existing entirely upon their own productivity. Property and wealth were not to be abandoned, but rich and poor were to mingle without discrimination. Marriage, as an artificial restraint, was to be abolished. A group of American intellectuals, headed by Albert Brisbane, brought to America a modification of Fourierism which they called Association. They discarded Fourier's views on marriage, but adopted the fundamentals of his plan for cooperative industry. The most notable attempt to carry out the plan in America was the Brook Farm.

Most of Greeley's writings on Association occurred early in his career. His later neglect of the cause might be

thought to have come from disillusionment. This is not probable; he was absorbed by issues which he considered temporally more important. In his *Recollections*, written four years before his death, he says, "The fact stares us in the face, that, while hundreds of banks and factories, and thousands of mercantile concerns managed by shrewd, strong men, have gone into bankruptcy and perished, Shaker Communities, established more than sixty years ago, upon a basis of little property and less worldly wisdom, are living and prosperous today. And their experience has been imitated by the German Communities at Economy, Pa., Zoar, Ohio, the Society of Ebenezer, etc., etc. Theory, however plausible, must respect the facts."<sup>3</sup>

While still editor of the *New Yorker*, which he had purchased in 1834, Greeley identified himself with the cause of Labor. After serving on a committee of charity, and meeting with thousands of men and women in New York City who did not want charity so much as a chance to earn their subsistence, he introduced a series of articles entitled, "What shall be done for the Laborer?" At the same time he made the acquaintance of Albert Brisbane, and subsequently, in 1841, permitted a group of men to purchase a column for the advocacy of Association on the front page of the *Tribune*, with which the *New Yorker* had been merged a few months earlier. Greeley did not at this time, however, credit the Fourier solution, and was careful to have the heading of the Brisbane column such as to indicate that the *Tribune* did not endorse it.

With the year 1842 the doctrine began to attract wide attention. Greeley occasionally commented on the Brisbane articles, which he continued to publish, and finally allied himself with the cause. His statements brought forth wide denunciation from contemporary editors and clergymen. Greeley took no very

active part in the discussion until Brisbane, in 1846, challenged Henry Raymond to answer a letter on Association. Greeley then took up the cudgel, with the result that the famous Greeley-Raymond series of twenty-four weekly letters, published in both the *Tribune* and Raymond's *Courier and Enquirer*, was initiated on November 20, 1846. This discussion is unique in the annals of journalism because it is not naturally a topic of public interest fitting for front page space. But the strong personalities and reputations of the two editors made a success of what would, under other circumstances, have been without readers.

It is largely by examining these letters from Greeley to Raymond that we can make an estimate of the former's interest in reform of a Socialistic type. His position did not vary during the twelve-week controversy, nor did he change his beliefs in after years.

Greeley did not adopt all of the Fourier theory. He was not anxious to change any social habits except those applicable to the organization of labor. According to the plan of Association he proposed, about three hundred families would bind themselves together, investing their money in shares. The Association would purchase a tract of land sufficient for its permanent needs with this money. Every member of the beehive colony would labor to improve this land and to build a dwelling wherein all of the members would live, although in separate apartments—Greeley, unlike Fourier, did not want to destroy family home life. The Association would cultivate the soil intensively, and as soon as it could, establish small manufactures, so that every member could work at some industry during all seasons of the year.

At the end of even the first year the property would have been made more valuable by the improvements. The return from this increase was to go to the workers. The capital invested in shares was never to receive any return except that based on the actual amount invested. This point was the basis of Greeley's belief. Thus, if \$50,000 had been invested in land, but improvements had added \$50,000 to the value of the property, half of the profits would go to the shareholders and half to the workers (who might also be shareholders). The profit was to be distributed to the workers on the basis of the individual excess of effort over cost of subsistence. Greeley maintained that under the Conservatist policy then in use, Labor did not benefit but lost by the increase in value of the property it had built up, and that Association would cure this evil.

Greeley's basis for argument was the Declaration of Independence, and Tom Paine's "Rights of Man." He held that if "all men were born free and equal," each was entitled to an equal share of the land of the state wherein

he resided. Society had been organized in such a way that this was impossible, and he did not propose to abolish the vested right of property in land, except possibly to limit the amount of it one man might control. But he did maintain this: "Civilized Society, having divested a large portion of mankind of any right to the soil, their natural resource for employment and sustenance, is bound to guarantee them an Opportunity to Labor, and to secure to them the just Recompense of such Labor." He saw no way by which this could be accomplished without disturbing existing political institutions, except by Association.

There seem to me to be two closely connected fallacies—and there must be fallacies, since the system did not work where it was tried—which Greeley overlooked. He considered Capital and Labor, but almost entirely neglected Management. If Association could succeed in the physical sense, it could do so only by being under the direction of highly capable executives. He did not consider the fact that when Association had adequately reimbursed Management, Labor (that is, unskilled labor) would not receive much more under Association than it does under the present order.

The second obstacle to Association is that Greeley did not make clear in whom control was to be vested. He hints vaguely of a board of managers to be elected by the members. Who are the "members"? We would naturally assume that they are shareholders. If this were true how long would Association maintain its original ideals? Would the shareholders be content with receiving an income based on the amount they had invested when the land which their shares represented had materially increased in actual value? What would prevent some frugally inclined person from buying up shares until he had acquired control and had made himself a Capitalist? I have searched for the answers to these questions, but find Greeley hazy on the points of control and transfer of shares.

In preparation for the conclusion I wish to draw, I wish to cite several of the problems which Greeley named as causes for Social Reform, and which he believed could be solved only by Association, but which have been solved without destroying what he called Capitalism.

In his "Labor's Political Economy," Greeley denounces the *laissez-faire* doctrine. Society long ago abandoned such an "hands-off" principle. The conditions of work in factories are now everywhere regulated by the government, rates of public utilities are controlled, long hours for women have been made illegal, and many other social reforms have been cared for by legislation.

Greeley maintains that the losses of seasonal labor would be thrown off by Association. Seasonal labor is no longer much of a problem, because manufac-

turers have realized that Capital loses as much as Labor if it is not utilized continuously.

Greeley maintains that "Labor can be and ought to be so organized as to render it attractive." That has been done insofar as is compatible with the use of machinery, which Greeley did not propose to abandon. We have made it possible for a man to earn a decent livelihood in an occupation of his own choosing, which is all that Greeley proposed. We have likewise negated his argument for Association because it will guarantee constant employment. American industry has done away with chronic unemployment except in a few isolated cases, such as the coal industry.

Likewise has Greeley's argument as regards Land become unimportant. Land is many times more valuable than in his day, but no great portion of it is now held by any one person or corporation, and many of those who are actually working the land today also own it. Furthermore the present condition of agriculture would seem to demonstrate that ownership of land does not, as Greeley apparently believed, constitute a guarantee of adequate return from such labor as is invested in it.

Greeley's belief that adequate schooling and economical subsistence could be secured only by Association has obviously been disproved. The same is true of his view on good social relations, which have been provided for the laborer by welfare work and such inventions as the radio and the cinema.

All this may have created the impression that I believe Greeley had no knowledge of the problems of the laboring man. Such is not the case. I have attempted to demonstrate that Greeley comprehended all of the factors which stood in the way of the advancement of the lower classes to a position of independence, but that he was at a loss, or at least entirely misled by the Brisbane group, when he undertook to propose remedies for these faults. I can certainly agree with him that if Association accomplished merely those specific things which he claimed for it, there would be no capital-management-labor problem. I can further agree with him that philanthropy was not the solution of the unemployment problem. His remedy I can not accept.

Although he was the first president of one of the New York typographical unions, Greeley did not seem to believe in strikes. His nature revolted against anything like a struggle—in fact, he never spoke of capital itself in vituperative terms, as one would expect of a labor advocate with such a vigorous pen as his. He wrote a brief essay on "Strikes and Their Remedy," which begins as follows: "The recent Strikes for Wages in different parts of the country, but especially those of the Iron-Puddlers of Pittsburg, suggest grave and yet hopeful

thoughts. In reading the proceedings of the Strikers, an observer's attention will be arrested by their emphatic though unconscious condemnation of our entire Social framework as defective and unjust." Greeley continues by suggesting the use of some Socio-Economic means as a substitute for strikes. He proposed that the wages of labor be seasonally in proportion to the profits being earned by the industry in which he is employed. Or that workers bind themselves together to operate their own industries on a co-operative basis. Yet the strike has been a great, perhaps even the most important factor in the solution of the problems for which Greeley advocated Association.

I believe that Greeley can not be accurately called a Socialist. He was not

willing to disturb existing political or social institutions to achieve his purpose. He did not favor state ownership of land and the means of production. He advocated little that we have not adopted by other means than Socialism. While he did favor economic reform, he did not adopt the teachings of Carl Marx, and only the less radical ideas of Fourier. His Socialistic beliefs are practically confined to a theory akin to the cooperative management now in use in some industrial concerns. He was misled apparently in his theories of economic reform by Albert Brisbane, Margaret Fuller, and others of their school. He never seemed to be absolutely convinced of the efficacy of Association; his arguments in the Greeley-Raymond series are more concerned with the need of reform than

with attempting to prove that Association is a satisfactory solution.

His position on the labor problem reveals one of the most fundamental traits of Greeley's nature. He had a marvelous perception in seeing the faults of our present organization,<sup>1</sup> but, as I have already stated, he became impractical when proposing a remedy for the situation. This is much the same as his course in politics. He recognized many of the faults in the political organization of his time, but he lacked the practical sense to secure the reforms he advocated.

<sup>1</sup> Horace Greeley and Other Pioneers of American Socialism, 1891.

<sup>2</sup> James Parton, Hints Toward Reform.

<sup>3</sup> Letter II, N. Y. Tribune, November 26, 1846.

<sup>4</sup> Letter VI, N. Y. Tribune, December 28, 1846.

<sup>5</sup> Letter XI, N. Y. Tribune, March 26, 1847.

### Scripps-Howard Papers

Total circulation of Scripps-Howard newspapers on December 1, 1926, was 2,036,216, a gain of 159,818 over the six months' average circulation shown by the October 1, 1926, Government statements. Since the statement the New York Telegram has been purchased. Average net paid circulations for the month ended November 30, 1926, follow:

Akron Times-Press .....	51,409
Akron Times-Press (S) .....	34,533
N. M. State Tribune .....	11,882
Baltimore Post .....	111,475
Birmingham Post .....	54,167
Cincinnati Post .....	203,775
Cleveland Press .....	239,101
Columbus Citizen .....	91,460
Rocky Mountain News .....	28,847
Rocky Mountain News (S) .....	55,587
Denver Evening News .....	39,154
El Paso Post .....	17,095
Evansville Press .....	21,633
Evansville Press (S) .....	21,789
Fort Worth Press .....	26,838
Houston Press .....	36,640
Indianapolis Times .....	59,381
Knoxville News-Sentinel .....	22,002
Knoxville News-Sentinel (S) .....	30,623
Memphis Press-Scimitar .....	72,067
Oklahoma News .....	42,528
Pittsburgh Press .....	190,659
Pittsburgh Press (S) .....	250,444
San Diego Sun .....	20,298
San Francisco News .....	79,478
Terre Haute Post .....	20,165
Toledo News-Bee .....	100,046
Washington Daily News .....	67,818
Youngstown Telegram .....	35,322
	2,036,216

### Religious Journalism

Appeal to prejudice, or a mere supplying of "what the readers want," is as much to be condemned in one case as in the other. Nothing is more essential in the field of popular religious journalism today than that there be that fine conscientiousness, that honesty in dealing with truth, which pervades the highest spheres of academic thought and discussion. Journalism's high task of the popularizing of religious truth is not found in the bringing of truth to the level of the people, but in bringing the people to the level of truth, or to its vision as something worthy of attainment.—William E. Gilroy.

### The Scholarship Awards for 1927

(Continued from page 7)

credits. (This can apply only to a student in a complete department or school of Journalism.)

3. Candidate may be either man or woman, member or non-member of Sigma Delta Chi.

4. Number of candidates from any one school is unlimited.

5. Candidate must have made an average of 89 or its equivalent in all his college or university subjects both journalistic and non-journalistic.

6. Candidate's grades for freshman, sophomore, junior, and first half of the senior year must all be averaged.

### Growth of United Press

United Press has been a familiar by-line to thousands of newspaper readers for half a century, but the present worldwide organization of 1,100 newspapers had its beginning in 1907 with a group of 248 cooperating newspapers. Its splendid service to that group attracted nation-wide attention from newspaper publishers and editors and growth was rapid. By 1920 it had expanded to an organization furnishing news to 700 newspapers. Within the past year it has added more than half a hundred new clients.—Howard H. Smith.

Even with the wide spread criminality of the nation it is not necessary to give 10% of the news space to crime. The criminal news is too suggestive and breeds more crime. The fact that a threat against or an attack on the president is never mentioned by any local paper in Washington or handled by any news agencies shows the recognized power of suggestion in the publication of crime news. But this suggestiveness is too familiar to us to need more than mention. A woman commits suicide by throwing herself out of an office window. A week or two later other women in different parts of the country do the same. So also with grotesque crime, elopements, divorces, and

hundreds of other experiences which spread by suggestion. Crime must be reported but not emphasized; sex matters are most important human relations and need to be reported, but need not be emphasized; fights seem to be important to promoters, at least, and must be reported but not emphasized. All these things are allowable and yet I show you a more excellent way. "Whatsoever things are true, whatsoever things are honorable, whatsoever things are just, whatsoever thing are pure, whatsoever things are lovely, whatsoever things are of good report, if there be any virtue, and if there be any praise" emphasize these things.—Dr. George B. Cutten.

The Chicago Daily News has announced plans for a new building to be located in the block bounded by Canal, Washington and Madison, a site obtained partly by lease and partly by purchase. This will be the first use of air rights in Chicago, it is said. There will be sixteen floors of office space above the editorial rooms of the paper. The Associated Press will locate in this building upon its completion.

Campus news items are being broadcast to the people of the Pacific coast by the Oregon State chapter of Sigma Delta Chi through radio station KOAC. These broadcasts come twice a week, two members of the chapter alternating in doing the announcing. Judging from correspondence received at the college, news broadcasting is proving one of the popular features of the KOAC programs. The chapter is given credit for performing a distinct service for the college and for friends of the institution interested in its progress.

"Dr. Butler now needn't feel so ruffled about the misprint: 'Dr. Nicholas Murray, butler of Columbia University.'"

"How's that?"

"Well, this article says, 'Some of the greatest poems of ancient Greece were written by A. E. Schylus.'—Credited to 'Exchange' by the Christian Leader."

# *A Financial System for College Publications*

By Lloyd Morey

## I. Budget

A budget should be prepared for each publication for each year giving careful and conservative estimate of income and estimate of expenditures with a reasonable margin of income over expenditures.

## II. Control of Revenue

### (a) Subscriptions.

Subscription books should be provided containing numbered receipts in duplicate, all of which should be accounted for.

Circulation records should be kept and press run reconciled with subscription records.

### (b) Advertising.

A contract form should be made in duplicate for every advertising contract. A Subsidiary Ledger should be kept for advertising accounts to which postings should be made from an analysis sheet made up from each issue. This should be checked against the contracts. All adjustments should be approved by the proper person.

### (c) Classified Advertising.

A record should be made of every classified ad received and this record should be checked against the paper in which the ad appears.

### (d) Paper Sales.

Someone should be responsible for checking with all salesmen and all copies should be accounted for.

### (e) Organization and Senior Space in Annual.

Applications for space should be taken on numbered forms all of which should be accounted for and which should be checked against the Annual, and control accounts of the revenue collectible from these sources should be opened.

## III. Control of Receipts

If possible, a cash register should be provided through which all receipts are passed. If this is not practicable, provision should be made for a cash record in which each item of cash received will be entered in detail. If possible, one person should be responsible for the handling of all cash. All cash should be deposited in full in a separate bank account to be drawn against only in accordance with the authorized procedure. Funds for petty payments should be provided by check and no payments should be made out of cash receipts.

## IV. Control of Expenditures

### (a) Contracts.

Important obligations should be covered by contract in which two or more representatives of the publication should be concerned. If there

In a small Southern town a justice of the peace who is very popular with the colored folk had just married a couple. The groom made inquiry as to the fee and the J. P. replied it would be a dollar.

"A dollah! Pahson, yo' don' mean tell me yo' is gwine chahge me a dollah

is a Supervisory Board, a representative of that Board should approve all contracts. All important contracts should be based upon competitive bids on uniform specifications.

### (b) Disbursements.

Money should be paid out only by check which should be signed by two persons. If there is a supervisory board, one of these persons should be a representative of that board.

## V. Control of Inventories

There should be inventory records of paper stock, publication issues, furniture and equipment, and all other important material. Material should be checked into these inventories from the proper sources and should be removed only through proper procedure. At each accounting period the inventory should be verified by physical count. Some one person should be responsible for each inventory.

## VI. Accounting Procedure

### (a) Account books required:

General Ledger.

Journal.

Cash Disbursements Journal.

Cash Receipts Journal.

Advertising Accounts Ledger.

All of the above to be loose leaf and properly designed to meet each situation.

### (b) Classification of Accounts.

A suitable classification of accounts should be arranged for each publication. The attached sheets indicate the principal income and expense accounts necessary for the "Daily" and the "Annual."

### (c) General Procedure.

The General Ledger should contain only summary accounts to which posting should be made monthly from the various Journals. It should contain a control account of advertising accounts receivable which should be kept in balance with the detailed ledger for these accounts. At the end of each month or at a suitable time following each issue in the case of irregular publications, the Journals should be posted and the Ledger balanced. Reports should then be drawn up.

## VII. Financial Reports

Regular financial reports should be issued for publication. These should be monthly in the case of the college daily, and periodically in the case of other publications. At the end of each year, complete statements for the year should be issued for each publication. The statement should include (a) statement of income and expense and (b) balance sheet.

jes' fo' sayin' dem few words when Ah works all day fo' dat much?"

"Why, yes," said the J. P. "That kiss you just got was worth that much."

"Well, jes' he'p yo'se'f, pahson, jes' he'p yo'se'f!"—American Legion Weekly.

## Classification of Income and Expense for a College Daily

### Income

Subscriptions.

Display Advertising.

Classified Advertising.

Paper Sales.

### Expenses

Publishing.

Printing.

Cuts and Engraving.

Mat Service.

### Delivery.

Carrier.

Mailing.

Circulation.

### Editorial.

Salaries.

Carfare.

Associated Press.

Telephone and Telegraph.

Art Work and Photography.

Sports Department.

Office.

### Business.

Salaries.

Office.

Carfare.

Telephone and Telegraph.

### Miscellaneous.

Subscription Commission.

Miscellaneous.

Job Printing.

## Classification of Income and Expense for a College Annual

### Income

Book Sales.

Organizations.

Seniors.

Advertising.

### Expenses

Publishing.

Cuts and Engraving.

Printing.

Stock.

Binding.

Covers.

Freight and Storage.

### Business.

Salaries.

Supplies.

Advertising.

Telephone and Telegraph.

Selling.

Travel.

### Editorial.

Photography.

Salaries.

Travel.

Telephone and Telegraph.

Supplies.

### Miscellaneous.

Mailing and Miscellaneous.

Job Printing.

Bootleggers, we hear in drinking circles, are now picking up a few extra pennies by selling their lists of customers to undertakers.—New York Evening Post.

Women's clothes were never funnier—if brevity is the soul of wit.—Arkansas Gazette.

## Sigma Delta Chi News

The new chapter of Sigma Delta Chi at the University of Kentucky, Lexington, held its first regular meeting on March 3, following installation ceremonies late in February under the direction of Edwin V. O'Neal, Elmer Sulzer, Philip Maxwell, and Kenneth Gregory. Members of the chapter were enthusiastic about the work of the fraternity and the place for their chapter on the Kentucky campus. The charter membership of the thirty-ninth chapter of the fraternity follows: Kenneth Gregory (initiated at Madison during national convention), Warren A. Price, Delos Nooe, Niel Plummer, James Shropshire, Huntley Moody, Jr., Frank K. Hoover, Edgar T. Higgins, Ted G. McDowell, John R. Bullock, and Lawton Stockley. The officers of the Henry Watterson Press Club were retained as officers of the chapter. They were: Warren Price, president; Delos Nooe, vice-president; Kenneth Gregory, secretary; and Niel Plummer, treasurer.

The University of Kentucky has an enrollment of 2,020 students of whom 460 are taking one or more courses in journalism. The work in journalism has been organized as a department since 1914 when it was established under Enoch Grehan, the present head, and Miss Margaret McLaughlin. The staff at present is composed of five instructors. The degree of bachelor of arts, degree in journalism is offered to students who complete the four year curriculum in journalism. The Kentucky Kernel, student newspaper of the University, is edited and printed entirely by students of journalism. The two newspapers in Lexington cooperate with the department of journalism and offer students an opportunity for part-time work.

The charter membership of the Kentucky chapter includes two editors of the Kentucky Kernel, three students with experience as reporter for Lexington papers, the correspondent of the Louisville Courier Journal, and a student instructor in the department of journalism. All initiates were engaged in newspaper work.

\* \* \*

### How Many Tons of Jewelry Have You?

Membership in an honorary fraternity has become almost a cause for guffaws and jesting rather than complimentary acclaim. It is indeed a "retiring violet" who does not string Greek letters after his name over three or four lines of the university yearbook. The B.M.O.C. (Big Man of the Campus) who does not exhaust the ancient alphabet in describing his campus achievements nowadays goes sorrowing to his commencement.

The Lambda Zeta Omega honorary fraternity, limiting its membership to

those who need some kind of a pin, alone remains to be founded.

Protest against over organization in the honorary and professional fraternity world was one of the features of the recent Interfraternity Conference in New York City. Fraternity leaders recognize the danger of the present trend and voiced their opposition to promiscuous "joining" on the part of their members. The whole meaning of fraternity membership, attainment of some definite distinction, is being lost in the riot of pin annexation.

Members of honorary and professional fraternities who value and find benefit and satisfaction in certain of their organizations, must be the ones to battle against the inroads being made upon the institution of fraternities. In many chapters there exists a rule against promiscuous acceptance of bids to such fraternities. It is a healthy rule, healthy both for the chapter involved, for the members themselves, and for the few professional and honorary fraternities that acquire the interest and support of valuable men, men whose time is not exhausted by a wide variety of appeals and demands.

The honorary and professional fraternities themselves would do well to look carefully at this aspect of the present situation. Within Acacia's ranks and in the case of the Acadian to whom is accorded the highest tribute in the present issue, is found a very specific illustration. E. R. Boller, of the Purdue chapter, is a chemical engineer and his interests are in chemical engineering and not in journalism. And yet he holds membership in Sigma Delta Chi, a professional fraternity which announces to the world with attempted pride and sincerity that it includes in its membership only those men who intend to follow, upon graduation, the profession of journalism.

General fraternities, the avowed leaders in the fraternity world, must take strong measures to curb the present evils. Phi Beta Kappa, chronological leader in the fraternity world, is the organization which has called the present situation to their attention. With this great fraternity as a leader and with the great body of general social fraternities in the fight, the present day ludicrous conglomeration of fraternities can be untangled and order and sanity brought out of chaos.—Triad of Acacia.

\* \* \*

Barnard W. Hewitt, 1928, has been elected president of the Cornell chapter for 1927-28, after holding the post of treasurer during the past year. H. Stanley Krusen, 1928, was reelected vice-president; Leland P. Ham, 1926, secretary, and Harry L. Case, 1929, treasurer.

\* \* \*

Frank Bartholomew, Pacific Coast representative of the United Press Asso-

ciations, was initiated into the Oregon State chapter of Sigma Delta Chi as an associate member. Bartholomew was formerly a student of O. A. C.

\* \* \*

Four members of Sigma Delta Chi are officers of the College Fraternity Editors' Association. They are: Chester W. Cleveland, editor of the Magazine of Sigma Chi and past editor of *THE QUILL*, who is president of the association; T. Hawley Tapping, editor of the Triad of Acacia and past president of Sigma Delta Chi, who is a member of the Executive body; Clifford B. Stout, editor of the Sigma Phi Epsilon Journal, regional adviser; and George Starr Lasher, editor of the Rattle of Theta Chi, regional adviser.

\* \* \*

The Cornell chapter of Sigma Delta Chi initiated four men on March 1 in the presence of guests from the Syracuse chapter. The new members are Leland P. Ham, Laurence B. June, Harry L. Case, and Colin A. Miller. Ham is in the publication office of the College of Agriculture here, and June is connected with the Alumni News. Case and Miller are on the staff of the Cornell Daily Sun.

The guests from Syracuse were Prof. L. A. Simmons, faculty adviser; G. W. Pring, and A. Gordon Smith. A dinner was served after the ceremony at which Prof. Bristow Adams, national councillor and faculty adviser of the Cornell chapter was one of the speakers. Professor Simmons also spoke.

\* \* \*

Roy L. French, president of Sigma Delta Chi, has just completed spare time duties as director of the Flickertail Folies, an all-university stunt show, which is staged by the North Dakota chapter each year with profits ranging from \$600 to \$1,000 a year.

\* \* \*

Thirty students in industrial journalism at the Oregon Agricultural College were taken through Portland, Ore., newspaper, printing and engraving plants under the auspices of the Oregon State chapter of Sigma Delta Chi, March 25. The students were special luncheon guests of the Portland Telegram. Other plants visited were the Morning Oregonian, James, Kerns and Abbott Printing Company, and the West Coast Engraving Company.

\* \* \*

"*QUILL* getting better and better."—Linwood T. Pitman, Portland, Missouri.

\* \* \*

"Keep up the fine work."—Ralph J. Gibler, Huntingdon, Indiana.

## The Professional Register

James Powers, Marquette, has been appointed feature editor and conductor of the dramatic column for the N. E. A. syndicate. Robert Matherne, Alabama U., succeeds Powers as New York sports editor for N. E. A.

Homer L. Roberts (Oregon State) manager of the Sacramento office of the United Press, has received editorial praise from California newspapers on the manner in which he handled legislative news. Roberts has developed a feature service which has also attracted attention.

Under the direction of H. H. Herbert, Illinois, the work in journalism at Oklahoma school of journalism has been expanded from a minor in journalism to a major. Plans are being made for a general expansion of the course to meet the demand for an enlargement of the work.

Wayne K. Davis (Oregon State) associate editor of Better Fruit published in Portland, Ore., for more than a year, has accepted the position of advertising manager for the California Spray-Chemical Company in Watsonville, Cal. Davis expects to handle feature material in addition to his other duties.

Walter H. Ritter, Beloit, has resigned from the consular service at Beirut, Syria, and is taking graduate work at the University of Chicago. He will return to Beirut in September as professor of political science at the American University there.

Under the "Lost, Strayed or Stolen" heading Addison R. Massey, Kansas, has been listed. Mr. Massey was at last reported acting as a salesman for the Strandberg, McGreevy & Co., brokerage company in Kansas City.

Ben Hibbs, Kansas, '23, has recently taken over the job as managing editor of the Arkansas City, Kansas, Traveler. He writes the editorials for the sheet and has active supervision of the news department. "Scoop" Hill, former alumni secretary at K. U., and a member of Sigma Delta Chi, is advertising manager and part owner of the Traveler.

Marion R. Cracraft, until recently city editor of The Sun, is city editor of the Ponca City, Okla., News. He is a Missouri graduate. Claude M. Gray, Kansas, took over Cracraft's place here as city editor. For the 18 months previous he had been on the copy desk of the Pittsburg, Kan., Headlight.

Joe Turner, Kansas, former sports editor of the Kansas City, Kan., Kansan, is now on the copy desk of the Kansas City Journal-Post.

L. B. White, Kansas, '23, who has been teaching journalism at the University of South Dakota for the past two years, will leave the states this fall for a year in Europe. His wife, Sue Moody White, a member of Theta Sigma Phi, will accompany him. She was graduated from Kansas in 1924.

Owen D. Cowling, Washington, was married to Miss Frances R. Watson in Portland, Ore., in January. Cowling is on the staff of the Morning Oregonian. He was formerly with the Spokane Washington Daily Chronicle.

George B. Astel, Washington, delivered a talk on make-up at an institute of Washington publishers in Seattle, February 18. J. M. Stoddard, Washington, and president of the state press association, was also a speaker at the meeting.

A little boy was found by Grant C. Angle, Washington, when he started home from work February 7. The baby, which had a note pinned to its clothing giving its name and age, is believed to have been left by tourists in the hope it would find a better home. A family in Shelton, Wash., where Mr. Angle publishes the Mason County Journal, have adopted the child.

Erwin Reiger, Washington, is on the staff of the Vancouver, Washington, Evening Columbian.

Henry A. Lyon, Washington, is on the editorial staff of the Walla Walla Daily Bulletin.

Ray Bachman, Washington, is with the Daily Washingtonian at Hoquiam.

George Pierrot, Washington, managing editor of the American Boy, visited his alma mater in March and was the speaker of the Washington chapter at two informal meetings.

Fred B. Judges, Washington, for three years editor of the Evening Recorder and the Morning Olympian at Olympia, Wash., is now editor of The Washington Motorist.

Ed Weatherly, Missouri, is on the city desk of the Decatur, Illinois, Herald.

Bernard Mainwaring, (Oregon State) is editor and half owner of the Baker (Oregon) Herald, an evening daily.

Willis C. Reddick, Illinois, is business manager of the Clinton, Illinois, Morning Journal.

R. B. Peltz, Illinois, is editor of the Clinton, Illinois, Morning Journal.

Dennis Stovall (Oregon State associate) well known writer of stories for boys, reports that more than 2,000 of his stories have been published. His tales go into virtually every boys' magazine in the country.

Barrett L. Crandall, Cornell, '13, has joined the New York office of the Elgin Sales Corporation. He was formerly on the staff of the Ithaca Journal-News.

Hal Hoss, manager of the Oregon City Enterprise and president of the Oregon State Editorial Association, was appointed recently as private secretary to Governor I. L. Patterson.

Charles Burke, North Dakota, is state editor of the Fargo, North Dakota, Forum. He spends his days working at high pressure and his nights wondering what he did wrong during the days.

Augusta, Ia., Dec. 23.—Mrs. A. B. C. — has received word of the death of her brother-in-law, John F. —, of Chicago, who passed away here a number of times and is well known here.—Burlington paper.

"My dear young lady," said the clergyman, in grieved tones as he listened to an extremely modern young woman tear off some of the very latest jazz on the piano, "have you ever heard of the Ten Commandments?"

"Whistle a few bars," said the young lady, "and I think I can follow you."—Christian Evangelist.

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Finds Men for positions. Sigma Delta Chi and other executives will find service helpful in getting the *right* man. No charge to employers. Write!

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Personnel Bureau,  
836 Exchange Ave., ..... 1927.  
Chicago, Ill. Make Check Payable  
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Dear Earhart:

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*The Quill*  
a Journalist's Journal  
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You want  
And by telling us  
If you find it.  
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Dear Ed.

109 University Hall  
Urbana, Illinois

R. S. V. P.

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ENDORSED BY EMPLOYERS. Employers endorse this service because they know that Sigma Delta Chi men are unexcelled as a source of newspaper, magazine or publicity personnel. They recognize them to be ambitious, energetic and in sympathy with the highest ideals of the profession. The Personnel Bureau helps them find the right man.

April 15, 1927

Mr. John G. Earhart, Director  
Personnel Bureau of Sigma Delta Chi.  
836 Exchange Avenue  
Chicago, Illinois

Dear Mr. Earhart:

I wish to thank you very much for the splendid co-operation received from the Personnel Bureau.

Although we planned to employ but one additional man, the two applicants sent by you were so well suited to our work that both of them were hired.

If we have need for any more men, I shall certainly get in touch with you.

Yours very truly,  
E. E. Duffy,  
Portland Cement Association  
Chicago, Illinois.

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Are  
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Yours?*

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John G. Earhart, Director  
Personnel Bureau,  
836 Exchange Ave.,  
Chicago, Ill.

1927.

Dear Earhart:

Enclosed is \$1 registration fee. Please enroll me and send forms and necessary information.

Name .....

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